

## **Litter Sweep Media Form – Fill in the Blanks**

### **Media Form Instructions for Litter Sweep Volunteer Groups**

1. Enter the name of the media organization in blank (1).
2. Enter the date of the news release.
3. Enter your group's contact information in the Contact Information of Litter Sweep Volunteer Group section at the top of the news release.
4. Enter the city or town of your group in blank (2) of the news release.
5. Enter your group name in blank (3) of the news release.
6. Enter the date of your Litter Sweep cleanup event in blank (4) of the news release.
7. Enter the meeting place of your cleanup in blank (5) of the news release.
8. Enter the group contact person in blank (6) and contact information in blank (7) of the news release.
9. Complete the Details of our Upcoming Litter Sweep Event section with all necessary information. If possible, attach a map of the meet up and cleanup locations.
10. Distribute your news release to desired local media organizations.

Call the Litter Sweep Hotline (1-800-331-5864) for more information.

## Litter Sweep Media Form – Fill in the Blanks

To: (1) \_\_\_\_\_

Our group is participating in Litter Sweep. The roadside cleanup event is sponsored by the N.C. Department of Transportation and proclaimed by the Governor. Below is information about our upcoming cleanup. You may reach the group's contact persons at the phone numbers and emails listed below. We would be pleased to work with you to inform the community of our volunteer effort to improve the quality of life for all North Carolinians.

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

### News Release

For Immediate Release

#### Contact Information of Litter Sweep Volunteer Group

Name: \_\_\_\_\_ Phone: (\_\_\_\_)\_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: (\_\_\_\_)\_\_\_\_\_ Email: \_\_\_\_\_

### HELP KEEP NORTH CAROLINA CLEAN AND BEAUTIFUL

(2) \_\_\_\_\_: Governor McCrory has proclaimed April 18 – May 2, 2015 as Litter Sweep time in North Carolina and encourages all North Carolinians to participate in the statewide roadside litter cleanup. Litter Sweep provides an opportunity for state and local governments, civic groups, businesses, schools, churches, professional organizations, families and others to volunteer in keeping North Carolina clean and beautiful.

The volunteer group, (3) \_\_\_\_\_, plans to hold its next litter cleanup on (4) \_\_\_\_/\_\_\_\_/\_\_\_\_, during the statewide fall Litter Sweep. The group will be meeting at (5) \_\_\_\_\_ to organize and begin our work on the roadside.

If you are interested in joining the cleanup efforts please contact

(6) \_\_\_\_\_ at (7) \_\_\_\_\_. All necessary cleanup supplies will be provided on the day of the event.

After each cleanup, the NCDOT picks up the bags of litter and takes them to the local landfill. Our message to the traveling public is "Help keep our state beautiful. Don't litter." To learn more about Litter Sweep go to [www.ncdot.gov/~beautification](http://www.ncdot.gov/~beautification) or call 1-800-331-5864.

#### Details of our Upcoming Litter Sweep Event

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_\_ Alternate Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_\_

Meet Up Location: \_\_\_\_\_

Cleanup Location: \_\_\_\_\_

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